

**ABSTRACT OF THE DISCLOSURE**

A potato product includes potato pieces possessing unique color characteristics through the addition of a food grade color selected from, individually or in combination; xanthine, monoazo, pyrazolone, triphenylmethane, or indigoid color compounds or aluminum salts of corresponding FD&C dyes extended on a substratum of alumina hydrate. The potato pieces can be formed potato pieces produced by, for example, extruding a potato mixture in which is incorporated the food grade color. Alternatively, the potato pieces can be immersed in a batter solution containing the food grade color. The potato pieces can also be provided with flavoring characteristics by adding flavoring agents to the potato mixture or the batter solution.